VOLKSWAGEN'S sporty Fastback for 1967 offers improved performance under all road and load conditions due to a new transmission ratio in third gear and a modified rear suspension which develops progressive springing action. Also new for '67 is a dual braking system which insures that even if one half of the system becomes inoperative, the other half still functions. Dual backup lights and self - adjusting, retractable lap belts for front - seat occupants are among special convenience features built in as standard equipment this year. The Fastback is available with a sliding steel sunroof.

VW adds new look to 'Beetle,' dual brakes, softer ride

NEW YORK — Volkswagen has announced its 1967 "Beetle" not only looks different than last year's model, but also incorporates more major improvements than ever before.

Many of them — including one exterior change — are American-inspired. Stuart Perkins, president of Volkswagen of America, Inc., explained that "our new VW sedan incorporates a number of important performance, comfort and convenience features which Americans have told us they want."

He added: "And this year the 'Beetle' we sell here actually is different in appearance from the 'bug' built for other parts of the world. This shows up on the front fenders which have been slightly reshaped to provide a new headlight mounting."

Most of this year's major improvements in the "Beetle" are less apparent, however, because they are built into — rather than onto — the car. For example, the brakes now have been engineered into a dual system which assures that even if the front or rear half of the system becomes inoperative, the other half still functions.

* * *

ALSO NEW ON ALL VW models for 1967 is a 12-volt electrical system which replaces the previous 6-volt system and provides brighter lights and quicker cold weather starting than ever before. A new generator which begins to charge at idling speed assures a fully-charged battery even under prolonged start-and-stop conditions.

Other convenience and safety features built as standard into the 1967 U.S. version of the "Beetle" include retractable and self-adjusting lap-type seat belts in front and lap-belt anchorages in the rear; dual back-up lights; two-speed windshield wipers providing improved visibility under all weather conditions; recessed interior door handles; new safety door locks with push-button locking controls on the window frames; spillproof and easily-serviced battery; dash panel controls and window cranks.

* * *

OUTWARDLY ONLY A few differences can be spotted on very close observation on the "bug." Even fewer show up on the other VW's for 1967 which include both the five-passenger Fastback and Squareback, the sporty and low-slung VW Karmann Ghia coupe and the bus-like station wagon and box-shaped truck.

* * *

ON "THE BEETLE," the glass shields which covered the recessed sealed beam headlights on earlier models were eliminated and the lights moved outward increasing illumination and parking lights, have been moved up into the front turn-signals. From the rear, one tell-tale sign of a '67 "bug" is a new engine compartment lid with a different housing for the license plate light.

A somewhat larger engine with a displacement of 1493 cc (91.10 cubic inches) has replaced last year's "Beetle" engine which had a 1285 cc (78.42 cubic inch) displacement sending engine horsepower up almost insignificantly from 50 in 1966 to 53 hp while increasing "Beetle" performance in normal city and suburban traffic.

This is due primarily to a 14 percent increase in engine torque and a new transmission ratio in third gear which combine to give the car faster acceleration on level ground and better all-around performance on hills with less need for down-shifting than in the past.

The front-seat lap belts of the Beetle, Fastbacks, Square backs and Karman Ghia two seaters retract into swiveling cartridges mounted on the door pillars. When in use, the instant-release VW belts stretch across the wearer's waists, automatically adjust.

When not worn, the belts retract automatically into their protective cartridges. Lap belt anchorages are provided for rear seat occupants in five passenger VWs.

EXTERNALLY THERE are virtually no differences between the Squarebacks and Fastbacks of 1967 and 1966, almost the only visible change being the addition of back-up lights which previously were optionally available.

Inside the Fastback, softer torsion bars and an auxiliary spring installed over its rear axle, similar to the one on the Squareback and to this year's "Beetle," give a smoother ride under varying load conditions.

IN OTHER DEVELOPMENTS the rear axle ratio was lowered, reducing engine speed in all four gears, while assuring the best possible gas mileage and engine durability. Ton-speed has been increased from last year's 50 in third gear to 56 and from 75 in fourth gear to a new 78 mph in 1967.

The same type of safety door locks used in the familiar VW sedan are used for the Fastback and Squareback models with their push-button locking controls located on the lower edges of the door window frames. With the push-buttons down, the doors cannot be opened until the buttons are lifted, preventing unintentional opening from the inside, especially by children.

Also incorporated in the larger VWs are soft plastic knobs for the dash panel controls as well as for the window cranks. Volkswagen station wagons and trucks also have been equipped with seat belt anchorages for 1967, with eight being provided in the station wagon models.

Expects big increase in skilled jobs

WASHINGTON — The number of white-collar jobs will grow more than twice as fast as manual jobs over the next decade, according to a new Department of Labor report.

But the report, "America's Industrial and Occupational Manpower Requirements, 1964 75", says fears that jobs for less skilled workers will disappear completely due to automation are unfounded.

The Bureau of Labor Statistics study notes that colored workers — whose jobless rate is twice that of whites — are disproportionately concentrated in the less-skilled, slower growing jobs.

"IF THEY DO NOT gain access to white-collar and skilled jobs at an even faster rate than they have in recent years," the report asserts, "they will continue to have more serious unemployment problems than their white fellow citizens."

The report, prepared by the Bureau of Labor Statistics, outlines probable effects of major economic and technical changes on future manpower requirements in occupations and industries governing the entire economy.

By 1975, the study says, there will be almost 12 million more white-collar jobs than there were in 1964 — nearly 4 times the increase in the number of blue-collar jobs (4.4 million).

15 new Chrysler models are evolutionary in concept

DETROIT — Chrysler cars for 1967, new in body design and with new roof styling for two-door hardtops, are now on sale.

There is a new series in the line — the Newport Custom two-door and four-door hardtop and four-door sedan — to broaden Chrysler's coverage of the medium price market.

The other four series — Newport, 300, New Yorker and Town and Country wagons — are retained, with even stronger separate styling identity than in the 1966 line.

ROBERT Anderson, general manager of the Chrysler-Plymouth Division, described the 1967 Chrysler models as new in sculpture and evolutionary in concept.

A 50-50 divided front seat is one of the appealing new interior options. With optional fingertip power controls, it can be made to serve as a traditional luxury bench seat or each side may be adjusted for the individual needs of driver and front seat passenger.

New Standard features for 1967 include an impact absorbing steering column, a dual braking system with a warning light, new windshield wipers with non-reflection metal parts, glass rear windows for convertibles and a flow-through ventilation system for hardtop models.

Power front wheel disc brakes with 15-inch wheels become standard in Town and Country wagons. They are optional in other models.

* * *

ALL 1967 Chrysler cars have significant engine improvements. The standard 383-cubic inch V-8 has carburetor and camshaft modifications to provide better fuel economy. The standard 440 - cubic inch engine which becomes standard in the 300 series as well as in New Yorkers, has a new induction system which improves its efficiency.

There is also a new high performance 440 TNT engine package available in all models except Town and Country wagons. The package includes a heavy duty suspension system.

In the 300 series a four-speed manual transmission with a heavy duty rear axle becomes available for 1967.

* * *

THE NEWPORT Custom cars are designed for buyers who want to move up from the lower-priced Newport series. Special body moldings and interior trim and convenience features give the Newport Customs a separate and distinctive personality.

The Newport series consists of a two-door hardtop, convertible, four-door sedan and four-door hardtop. The sporty 300 series, with a more powerful standard engine than in 1966, is made up of a two-door hardtop, convertible and four-door hardtop.

A conventional four-door sedan replaces the six-window Town Sedan in the top-of-the-line New Yorker series which also includes a two - door hardtop and four-door hardtop.

Town and Country wagons designed for those who want to combine prestige with utility and extra performance are available as two-seat or three-seat models.

There are 15 models in all, compared with 13 in 1966.

REFINEMENTS and improvements for 1967 include:

A new optional sports type chromed steel road wheel for all models except wagons and new standard wheel covers for all models.

A redesigned left outside mirror with remote control as standard equipment in all models.

A double ball joint design in the mounting of the inside rear view mirror, with daylight adjustment as standard equipment.

Seven tilt settings at 5 degree increments for the Tilt-A-Scope steering wheel, instead of six as in 1966.

* * *

Turn down the car heater in winter so the cool air will help keep the driver awake, and open windows occasionally for a blast of cold air.

Night driving doubles risk, says AMA

CHICAGO (UPI) — An American Medical Association publication has reported that night driving is more than twice as dangerous as driving an auto in the daylight.

The magazine "Today's Health" said the night driving accident fatality rate last year was 10 for every 100 million miles traveled while the daylight rate was four per 100 million miles of driving.

The magazine urged motorists to:

CHECK headlights and taillights to be sure they are in proper working order before embarking on night driving, and keep headlight lenses as clean as the windshield.

Flick headlights rapidly if they see a car ahead weaving as if the driver was dozing off;

Plymouth is out to win you over this year.

'67 Plymouth Fury. All new. All beautiful. Just to win you over. Outside, longer and more elegant. Inside, downright lavish. Try to say "no" to 13 enticing interiors. A Safe-Flight instrument panel. Flow-Through ventilation (standard on that 4-door hardtop up there). And the biggest standard and optional V-8s in Fury's price class.

One of 25 Furys is out to win you over right now. Give in.

'67 Plymouth Fury

PLYMOUTH DIVISION CHRYSLER MOTORS CORPORATION

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AT MONDAWMIN MALL OPPOSITE FOOD FAIR

$25.00 CASH OR TRADE DOWN

DELIVERS ANY OF THE FOLLOWING—6% FINANCING

OPEN TODAY 9 A.M. TO 9 P.M.

	PER MO.		PER MO.		PER MO.		PER MO.
'63 Chev. Super Spl. 2-dr. Bantiga. V-8. Auto. trans., radio, heater, pow. steering & brakes. Air cond.	$26	'63 Chev. H.T. 2-door. 2 to choose from. All fully equipped including radio, heater, mush mats.	$26	'63 Buick Conv. Riviera with auto. trans., radio, heater, power steering and brakes. w.w. tires.	$20	'65 Mustang V-8. Auto. trans. Radio, heater, power. Beautiful red and black.	$54
'64 Merc. Monterey 4-dr. V-8. Auto. radio, heater, power steering and brakes. 2 owner, LIKE NEW.	$31	'63 Chevy II Conv. "Nova." Loaded with extras. Sporty yet economical.	$25	'62 Chevrolet Conv. Impala. V-8. Auto. trans., radio, heater, power steering, other extras.	$20	'65 Chev. H.T. Impala 2-Dr. Auto. trans., radio, heater, power steering, disc brakes, w.w. tires.	$44
'63 Plymouth H.T. Fury 2-Dr. V-8, auto. trans. Power steer. & air.	$19	'63 Buick Sky'k Conv. V-8. Auto. trans., power steering and brakes, bucket seats, many extras.	$25	'63 Pontiac H.T. Grand Prix. 2-Dr. with many extras, including P.S. & P.B. 2 to choose from.	$26	'65 Chev. H.T. Impala 4-dr. V-8. Auto. trans., radio, heater, power steer. & brakes, w.w. tires.	$44
'63 Buick Conv. Lesabre. 2 to choose from. Both with power, auto. trans., radio and heater.	$28	'63 Dodge Conv. Auto. trans., radio, heater, power steering and brakes, plus other extras.	$24	Super "88". 4-Dr. V-8. Auto. trans., radio, heater, power steering & brakes, w.w. tires.	$21	'65 Mustang 6-cyl., 3-speed trans., radio and heater and many other extras. 2 to choose from.	$52
'63 Chev. Impala H.T. 4-Dr. V-8. Auto. trans., R. & H., power steering and brakes.	$27	'63 Tempest H.T. Le Mans. 2-dr., 6-cyl., auto. trans., P.S., P.B., cooling and brakes. Exc.	$23	'63 Third Conv. Fail power, p. new tires, radio, heater.	$16	'65 Corvair Monza Spyder Conv. Auto. trans., radio, heater, many extras.	$34
'63 Olds. 2-Dr. Hdtp. Starfire V-8. Auto. trans. All power. E.&A.	$27	'66 Valiant Translider With purchase of dash automatic.	$00 FREE	'66 Mustang 6-cyl. 4-speed trans., radio, heater, other extras.	$62	'63 Chev. Nova S.S. Conv. Red, black top. Auto. trans. Power steering, other extras.	$24
'63 Pontiac Conv. Tempest. V-8. Auto. trans. Radio, heater, power steering and brakes, other extras.	$26	'62 Pontiac Conv. Bonneville. A real sporty car with auto. trans., radio, heater, power.	$18	'66 Mustang V-8. Auto. trans., radio, heater, power steering, other extras.	$66	'64 Chev. Bisc. 4-door Bel Air "B." Auto. power steering and brakes.	$29
'63 Oldsmobile H.T. Starfire 2-dr. Full power. White wall tires.	$26	'63 Falcon 2-Dr. Sa-Loo model. Auto. trans. Radio, heater & many other extras.	$20	'65 Merc. Monterey 4-Dr. hardtop. 8-cyl., auto. trans., power steering, power brakes, w.w. tires.	$57	'63 Ford H.T. XL 2-Dr. All luxury accessories, a like car should sell for.	$26

WE'LL FINANCE YOU, EVEN THOUGH YOU LOST YOUR LAST CAR TO A FINANCE CO.

MON DAW MIN MOTORS LA. 3-9600 MON DAW MIN MOTORS

CHOOSE FROM 200—WILL GLADLY BRING CAR TO YOUR HOME

Pontiac adds new models, safety features to '67 line

PONTIAC, Mich. — The 1967 models of Pontiac Motor Division represent a bold new approach in automotive styling combined with many new engineering features designed to increase safety, comfort and conveniences in driving.

Offered for the first time is a Grand Prix convertible and three new station wagons, two in the Executive series and one Tempest Safari, all with simulated wood exterior paneling.

Sweeping new roof lines on all two and four - door models, major design advancements in both front and rear ends, a Pontiac exclusive of recessed windshield wipers and exhaustive detail to safety keeps Pontiac the pacesetter for the industry.

An energy - absorbing steering column, a dual braking system and an inside rear view non - glare tilting mirror are standard equipment on all 1967 Pontiacs and are only three of many standard equipment safety developments.

* * *

PONTIAC HAS increased the number of models from 33 last year to 35 for 1967.

The Tempest series includes a sports coupe, four - door sedan, hardtop coupe and station wagon. A sports coupe, hardtop coupe, four - door sedan and hardtop, convertible and station wagon complete the Tempest Custom series.

Introduced as a separate ries this year is the Tempest Safari four - door station wagon.

The LeMans is available in a sports and hardtop coupe, four - door hardtop and convertible. The popular GTO is offered in a sports coupe, hardtop coupe and convertible.

* * *

THE CATALINA series has seven models; two and four - door sedans, a hardtop coupe, four door hardtop, convertible and two - seat and three - seat station wagons.

Two new station wagons, a two - seat and a three - seat model, increase the Executive line - up to five. A four - door sedan, four-door hardtop and hardtop coupe are also offered.

The Bonneville series includes a hardtop coupe, four - door hardtop, convertible and a custom three - seat station wagon. The Grand Prix is now available in a convertible and a hardtop coupe.

* * *

PONTIAC styling, the cornerstone of the industry, gives individuality to each series while maintaining distinctive and traditional Pontiac appearance.

The Tempest, Tempest Custom and Pontiac LeMans grilles are identified by vertical ribs alternately spaced to create a distinctive pattern. The Pontiac GTO grille has an aluminum wire mesh texture to provide a new overall effect.

Pontiac's massive front bumpers completely surround the traditional split grilles. The front nose shape flows back into the hood and lower grille openings creating a wide, powerful impression.

On all except the Grand Prix, the lower headlights are set in the extreme ends of the grilles and the upper two headlights are placed directly above these in the fender extension.

* * *

THE GRAND PRIX has separate grille, bumper, headlights, parking lights, front fender extensions and hood offering a new concept in front end design. During the day, Grand Prix headlights are concealed. Two eyelid - type grille section doors pivot back to reveal the headlights when they are turned on.

The parking lamps are located behind three louver slots in the fender extension above the outboard ends of the grille.

Pontiac side styling features particular emphasis on long front fenders and full length side peak line and on some models is accented with a narrow moulding. Gracefully curving belt and fenders give a sweeping rake to the rear quarter profile. Lower body side and fender rear sculpturing is illusively long and low.

Mustang '67 has new styling, power

DEARBORN, Mich. — Newly styled for the first time since its introduction in April 1964, the 1967 Mustang will seek to enhance its already impressive reputation as the most popular new car ever introduced.

"The leadership we've established with the production of 1,285,000 Mustangs through the 1966 model year will be challenged for the first time in 1967," said Donald N. Frey, Ford Motor Company vice-president and Ford Division general manager.

"However, with new styling, a wider selection of engines and optional equipment plus new ride and handling qualities, the 1967 Mustang is ready to retain the popular appeal it has achieved in little more than two years."

To insure its phenomenal sales pace, Mustang for 1967 will include such new options as the Select Shift Cruise - O - Matic transmission which allows manual or automatic gear shifting and a line - up of engines that culminates with a 320 - horsepower 390 CID V-8.

* * *

SUCH optional features as a custom interior trim group, GT performance equipment, a fingertip speed control system and a Tilt Away steering wheel present the buyer with even more opportunity to tailor Mustang to his individual taste.

Completely new interior styling adds to Mustang's long list of standard equipment luxury features. Sculptured bucket seats, color keyed, all vinyl upholstery, molded nylon carpeting, padded instrument panel, new ventilation and courtesy lights and sporty floor-mounted shift levers are featured on 1967 Mustangs.

FOR 1967, Mustang offers the widest selection of engine - transmission combinations in its history. Buyers may select from five different engines, they are the improved, 120 horsepower, 200 CID Six; the 200 and 225 horsepower 289 CID V-8's; the 271 - horsepower 289 CID high - performance V-8, and the new 320-horsepower 390 CID V-8. Mustang's new engine line - up enables the buyer to tailor his power to his individual driving needs.

All Mustang models will be on display in Ford dealer showrooms Friday, Sept. 30.

Mercury compacts acquire new styles

DEARBORN, Mich. — New front and rear end styling with strong family resemblance to the full-size Mercury plus expansion of its luxury options give the Mercury intermediate-size cars new status for 1967.

Fresh, Mercury-influence styling touches create a lower appearance from the front and rear and a fleeter look in profile. Full-width bright horizontal bars divide the new grille into two banks centered by a vertical Mercury crest which appears to float in a bright housing. The Mercury Cyclone and Cyclone GT option have their own front end treatment with a deep-section grille. All series carry Mercury script on the left front of the hood and on the right rear deck lid.

The 11 models in the Mercury intermediate line for 1967 will go on sale in Lincoln-Mercury dealerships on Friday, Sept. 30.

Interior luxury appointments exceeding all previous year models are a major product development for the Mercury intermediates in 1967. Instrument panel and cluster, and crash pad feature four new easy-to-read circular gauges, speedometer and clock in an entirely new design. Each series has a textured instrument cluster applique. Heater controls are lighted and the radio speaker grille is integral with the standard padded instrument panel.

THE MERCURY intermediates come in three distinct sizes: The Mercury Comet 202 at 196.4 inches in overall length, the Mercury Capri, Mercury Caliente, Mercury Cyclone and Mercury Cyclone GT performance group option at 203.5 inches and the Mercury Comet Voyager and Mercury Villager station wagons at 199.9 inches.

All Mercury intermediates have added Ford Motor Company's standard safety features for 1967, including dual hydraulic brakes system with warning lights, deluxe front and rear belts with front retractors and reminder light, impact absorbing steering wheel with deep-padded hub, and padded instrument panel, sun visors and windshield pillars.

A wide selection of engine and transmission combinations is available, with power plants proven both for lively performance and for economy. The 1967 engines offer improved fuel economy, greater performance and better driveability and operating stability — and at the same time they are quieter. An improved, fully synchronized three-speed manual transmission is now standard equipment.

All models with optional automatic transmission have Select-Shift Merc-O-Matic, the sports-shift feature which gives the driver a choice of fully automatic control or manual control. This flexibility allows the driver to upshift or downshift at will through all gears — an advantage on slippery surfaces, in hilly country and under many traffic conditions. Four-speed manual transmission is optional with the V-8s.

COMPLETELY NEW FOR 1967, and still the largest of the compacts is the fresh, sporty Dodge Dart. Shown above are the premium Dart GT convertible and 2-door hardtop. All 12 Dart models for 1967 offer many new safety and convenience features.

Homecoming set at Mount Olivet

Mount Olivet Baptist Church, 25th and S Sts., will celebrate its homecoming Day with two special services Sunday, Oct. 9. Deacon Frederick C. Cheatham, chairman of the sponsoring committee, announced.

The Rev. E. C. Kent, pastor, will deliver the main address at the 11 a.m. service and the Rev. Roy Clark, pastor of the Newlight Baptist Church, will appear as guest speaker at the 3 p.m. service.

To Be Equal

Ghettos need cultural centers

By WHITNEY M. YOUNG JR.

It is gratifying, even after a lapse of three years, to find an important proposal I made in 1963 again receive nation-wide discussion.

In 1963, and again in 1964, in speeches, magazine articles, interviews, and in my book, "To Be Equal," I called for a Domestic Marshall Plan. This was a proposal for a massive governmental and private attack on the causes of poverty and discrimination through immediate action to bring first - class education, housing and employment to colored citizens.

The reasoning behind such a special effort is that the colored citizen received "preferential treatment" in his 300 years in America — first in bondage, then in second class citizenship — and that it was time to right past wrongs.

NOW Dr. Martin Luther King and Senator Jacob Javits have both called for a Domestic Marshall Plan. I sincerely hope that the addition of their voices to mine will engender new interest in the original proposal.

Racial tensions are too high, and the problems of poverty too pressing, for anything less than a national effort, a Domestic Marshall Plan, well - financed and with top priority.

Now another major proposal has evolved from the National Urban League's annual conference. It is called Operation Urban Survival, and I hope that it too, can get wide support.

Briefly, it is a plan for coordinated action to keep our cities from becoming vast racial ghettos of poor racial minorities. Increased demands for social services and a shrinking tax base caused by the middle class immigration to segregated suburbs, place the very existence of cities as we know them in danger.

OPERATION Urban Survival calls for a massive program of building in the ghetto. It suggests that every large city with a significant ghetto population needs to construct office buildings, industrial sites, commercial buildings, cultural centers and the like, in ghetto areas.

Only in this way can meaningful communication between races come about. The ghetto, and this is fast coming to mean the central city, suffers from a tragic lack of communication between the races.

Unless white people can come to the ghetto — to work, to concerts, for a variety of reasons — this gap will widen.

The ghetto's isolation from the rest of the metropolitan area must be ended if urban civilization is to survive and grow. Such a building program would put the ghetto back into the city; make it a living part of the city, a symbol of urban vitality and strength, not a showcase of weakness and brutality.

Along with such building, there must be massive construction of integrated low and middle income housing, and supportive social services — training centers, schools, recreational facilities.

For the city itself, such a program would mean renewed vitality and life; for the ghetto, it would be a visible sign of acceptance and hope for a better future.

IN NEW YORK, the major candidates for governor have responded to community pressure by supporting construction of a state office building in Harlem. The enthusiastic response of the community shows how important this would be for Harlem, an area which has no major structures of this kind.

It is likely that the proposed building will attract other developments and upgrade the area, just as similar large scale projects have improved other areas. Such building, accompanied by expanded housing construction and massive social services, could transform Harlem and make it a national showcase for Operation Urban Survival.

I spoke with a young lad in Philadelphia recently. He came to see me at our convention there. He pointed to the beautiful Museum of Art which stands like a Greek temple at the head of an impressive boulevard, and then he pointed to the handsome Free Library towering over a charming fountain, and he said to me, "We don't have a museum or a library in my neighborhood, we've got nothing — absolutely nothing."

NOTHING BUT shabby streets of despair and hopelessness, an environment which stifles the young and depresses the old. Operation Urban Survival would bring these buildings of hope into the slums; it would penetrate the iron curtain of despair which rings the ghetto.

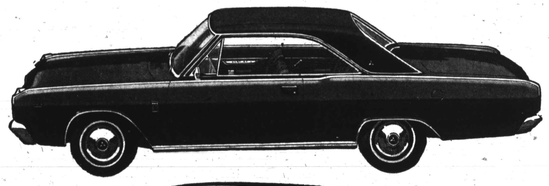
It is absolutely essential for the survival of a creative urban civilization. America cannot abandon its cities to despair. It needs an Operation Urban Survival —now.

"This is D-Day"

DODGE REBELLION

OPERATION '67

Fresh off the drawing board with an arsenal of powerful new ammunition. Bigger. Longer. Sharper. Hot new Dodges to back the attack on dull driving. Dart, Coronet, Polara, Monaco, Charger. Check them out today. The Dodge Rebellion will get you if you don't watch out.



'67 DART

Wow! Who goes there?

'67 Dodge Dart. That's who.

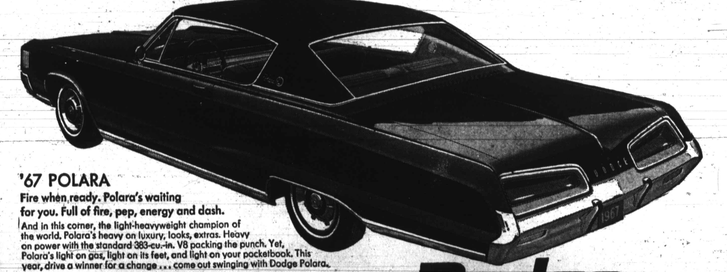
That's Dart, all right—totally new. Through-and-through new. New long, low silhouette. New plush interiors. New performance, too. But there's one thing you'll recognize about '67 Dart—its low price. Why resist? Enlist. Dart for '67.

'67 CORONET

Advance and be recognized. We know you.

Last year's biggest selling Dodge gets all freshened up, all sharpened up for another big assault on the drab Sixes and dull V8s. The ones you've had enough of.

You're ready to move out of that deep rut and into a car with class, dash, and lots of it. That's Coronet for '67.



'67 POLARA

Fire when ready. Polara's waiting for you. Full of fire, pep, energy and dash.

And in this corner, the light-heavyweight champion of the world. Polara's heavy on luxury, looks, extras. Heavy on power with the standard 383-cu.-in. V8 packing the punch. Yet, Polara's light on gas, light on its feet, and light on your pocketbook. This year, drive a winner for a change ... come out swinging with Dodge Polara.

DODGE DIVISION CHRYSLER MOTORS CORPORATION

Dodge

Enter the big Dodge Rebellion "Winner's Choice" Sweepstakes. See your Dodge Dealer for details.

SEE YOUR DEPENDABLE DODGE DEALER.

Watch the Bob Hope Chrysler Theatre (Wednesday)... AFL Football (Weekends)... and the Roger Miller Show (Monday)—all on NBC-TV. Check local listing for times.